



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

Palm Media
1924 Ferdinand St
Miami, FL 33134

Contract # 1350433
Schedule Dates 08/06/12-08/14/12
Advertiser Jaime Goodman Circuit Court Judge 9 (73455)
Agency Palm Media (13008)
Product POLITICAL CANDIDATE (ns) (1186)
Brand POLITICAL (1874)
Salesperson Jaramillo, Mario (3144)
Sales Office WPEC
Buyer Name Garcia, Jeff
Phone/Fax /
CPE N/A
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Date Entered 08/03/12
Last Modified 08/03/12
Entered By Mario Jaramillo
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,342.50
Net Total \$7,507.50
Sales Tax

West Palm Beach (WPEC)
By Broadcast Month Spots Rate
Aug. 2012 34 \$8,950.00
Grand Total: 34 \$8,950.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/06/12-08/10/12	4	:30	5:58A- News-CBS 12 Good Morning South Florida 6a	1	1	1	1	1				5	\$150.00	\$750.00	West Palm Beach (WPEC)		8/3/12
2.0	Normal Line / SPOT	08/06/12-08/10/12	4	:30	7A- CBS-CBS This Morning Right	1	1	1	1	1				5	\$140.00	\$700.00	West Palm Beach (WPEC)		8/3/12
3.0	Normal Line / SPOT	08/06/12-08/10/12	3	:30	10:58-11A- CBS-The Price Is Right	1	1	1	1	1				3	\$275.00	\$825.00	West Palm Beach (WPEC)		8/3/12
4.0	Normal Line / SPOT	08/07/12-08/09/12	3	:30	10A- CBS-Late Make a Deal	1	1	1						2	\$225.00	\$450.00	West Palm Beach (WPEC)		8/3/12
5.0	Normal Line / SPOT	08/06/12-08/10/12	3	:30	11:58-11A- News-WPEC CBS 12 News at Noon	1	1	1	1					3	\$350.00	\$1,050.00	West Palm Beach (WPEC)		8/3/12
6.0	Normal Line / SPOT	08/12/12-08/12/12	4	:30	5:30A- South Florida Business Report							1		1	\$45.00	\$45.00	West Palm Beach (WPEC)		8/3/12
7.0	Normal Line / SPOT	08/08/12-08/10/12	3	:30	6:28-3P- CBS-Evening News			1	1	1				2	\$500.00	\$1,200.00	West Palm Beach (WPEC)		8/3/12
8.0	Normal Line / SPOT	08/08/12-08/09/12	3	:30	5:58P- News-WPEC CBS 12 News at 6p			1	1					2	\$500.00	\$1,200.00	West Palm Beach (WPEC)		8/3/12
9.0	Normal Line / SPOT	08/12/12-08/12/12	4	:30	8:58A- CBS-News Sunday Morning							1		1	\$325.00	\$325.00	West Palm Beach (WPEC)		8/3/12
10.0	Normal Line / SPOT	08/12/12-08/12/12	4	:30	10:28-56A- CBS-Face the Nation							1		1	\$400.00	\$400.00	West Palm Beach (WPEC)		8/3/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

Palm Media
1924 Ferdinand St
Miami, FL 33134

Contract # 1350433
Schedule Dates 08/06/12-08/14/12
Advertiser Jaime Goodman Circuit Court Judge 9 (73455)
Agency Palm Media (13008)
Product POLITICAL CANDIDATE (ns) (1186)
Brand POLITICAL (1874)
Salesperson Jaramillo, Mario (3144)
Sales Office WPEC
Buyer Name Garcia, Jeff
Phone/Fax /
CPE N/A
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Date Entered 08/03/12
Last Modified 08/03/12
Entered By Mario Jaramillo
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,342.50
Net Total \$7,607.50
Sales Tax

West Palm Beach (WPEC)
By Broadcast Month Spots Rate
Aug. 2012 34 \$8,950.00
Grand Total: 34 \$8,950.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / SPOT	08/13/12-08/14/12	4	:30	5:58A- News-CBS 12 Good Morning South Florida 6a	1	1							2	\$150.00	\$300.00	West Palm Beach (WPEC)		8/3/12
12.0	Normal Line / SPOT	08/13/12-08/14/12	4	:30	7A- CBS-CBS This Morning	1	1							2	\$140.00	\$280.00	West Palm Beach (WPEC)		8/3/12
13.0	Normal Line / SPOT	08/13/12-08/14/12	4	:30	11:58-11A- News-WPEC CBS 12 News at Noon	1	1							2	\$150.00	\$300.00	West Palm Beach (WPEC)		8/3/12
14.0	Normal Line / SPOT	08/13/12-08/13/12	4	:30	5:58P- News-WPEC CBS 12 News at 6p	1								1	\$300.00	\$300.00	West Palm Beach (WPEC)		8/3/12
15.0	Normal Line / SPOT	08/13/12-08/13/12	3	:30	6:28-35P- CBS Evening News	1								1	\$600.00	\$600.00	West Palm Beach (WPEC)		8/3/12
16.0	Normal Line / SPOT	08/13/12-08/13/12	4	:30	11:00-30P- News-WPEC CBS 12 News at 11p	1								1	\$225.00	\$225.00	West Palm Beach (WPEC)		8/3/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

wpec-tv

Date:

8/3/12

I, _____,

being/on behalf of: _____, a legally

qualified candidate of the _____ political

party for the office of: _____

in the _____

election to be held on: _____

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	Run			→	

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

No.

I represent that the payment for the above described broadcast time has been furnished by:

Palm Media LLC

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jaime Goodman

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

8/2/12
Date

[Signature]
Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]
Signature

Lillie K. Roberts
Printed Name

Sale Director
Title



RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF
OF AN ISSUE OR A CANDIDATE FOR PUBLIC OFFICE

CANDIDATE/ISSUE: Tamara Goodman PARTY: -

OFFICE SOUGHT: Circuit Court Judge Group 9 ELECTION DATE: 8/14

INQUIRY MADE BY: Jess Garcia
Candidate Manager Agency Committee (circle one)

ADDRESS: 1924 Ferdinand St
Altamonte Springs FL 33184

PHONE: 305-495-0012 FAX: _____

Information Requested: Rates

Final Disposition: 8/6- 8/13/12 \$8,950

If Committee, list officers and position: _____

TAKEN BY: Yasuo Saramillo DATE: 7/30/12 TIME: _____